

1622-RM

RM(12)

10
20
21
22
23
24
25
26
27
28
30
31
32
33
34
35
36
37
38
39



Linda L. Forrey

Key Account Manager
8405 J. Benjamin Road
Tampa, Florida 33634
Phone: 813 - 885-5607
FAX: 813 - 884-0392
Voice Mail:
1-800-757-8255 40046#

September 4, 1997

C/M: 9-11-97

Subject: Eckerd Drug Stores (0103-xx-xx)

ROU'S: 1210, 1310, 1610, 1710, 1810, 2110, 2210, 2310, 2610, 2910, 5810, 6610,
6910; PLEASE SEND TO RETAIL REPS AND RETAIL MANAGERS AND
PROMOTIONAL COORDINATORS IN ABOVE REGIONS

1623-RM

20
21
22
23
24
25
26
27
28
29

KAM Dave Keeney	KAM June Sweeney	AM Cindy Seltzer	KAM Kevin Barney
KAM Mike Sturm	KAM E. N. Maki	AM Steve Smith	AM Tom Thomasson
AM Scott Payne	AM D. Brendel	AM Scott Schroer	AM Sharon Schwalm
AM Mario Robleto	KAM Jim Morris	KAM Jeff Rumberger	
AM Mike Bothe	AM Chuck Cundari		

Listed below is updated information regarding the Eckerd Drug Corporation Stores:

- Line numbers for all RJR Brands that will be maintained in the Eckerd Drugs Warehouses in Orlando, Fla; Shenandoah, Ga.; Conroe, Tx., Pittsburgh, Pa. and Liverpool, NY. These will be the only brands available in these stores. These stores will not have a secondary supplier at this time.

1626-RM

20
21
22
23
24
25
26
28
29
30

- Stores serviced by outside suppliers will be able to order all RJR brands. The communication from Eckerd's Corporate is that stores may order any brand, not on the Chain's standard carton plan-o-gram based on customer's demand.

Warehouse / Outside Supplier Locations	Acct #	State
Eckerd's - Orlando, Fla	754615	FL
Eckerd's - Shenandoah, Ga	754612	GA
Eckerd's - Conroe, Tx	754617	TX
Eckerd's - Pittsburgh, Pa	641880	PA, NJ
Eckerd's - Liverpool, NY	492773	NY
H. T. Hackney - Pensacola, Fl	746972	ALA
H. T. Hackney - Canton, Ga	746970	TN
L. J. Zucca - New Jersey	722770	DEL, MD
Herkimer	278580	VT., NH
Modern Dist.	577953	OH, WV
Ohio Valley	475440	KY
Atlantic Dominion	476400	VA
Imperial Trading	288347	LA, MS
GSC Enterpris	571236	KS, MO
GSC	249603	OK

1638-RM

29

51845 8059

Eckerd Drug Corporation
Page Two
September 2, 1997

- Attached is Chain communication for stores handling returned /outdated goods (through either the Chain Warehouses or Outside Suppliers). Information was sent to stores on August 15.
- Eckerd's is revising the carton plan-o-gram. I will forward as it is available.
- Revised promotional schedule is as follows:(photos of displays attached). Product will scan at the reduced price. There are no coupons involved. Stores are to place the promotion on the back bar. Eckerd's will provide shelf tags communicating the promotion and price reduction.

30 cents / Pack Promotion	Ship to Retail
Winston 40 Pack	9/29 - 10/3
Doral 40 Pack	9/29 - 10/3
Salem 40 Pack	10/13 - 10/17
Winston 40 Pack	10/27 - 10/31
Salem 40 Pack	10/27 - 10/31
Doral 40 Pack	11/24 - 11/28

RJR Managers with Account Responsibility: under separate cover, I will send detailed information on the promotions.

Eckerd's Corporate has not made a decision yet regarding any merchandising changes for Fays Drugs (except for those locations in Erie County, which are being changed to a standard Eckerd Drugs plan-o-gram set). A decision should be made in October regarding these locations. I will communicate as soon as information is available.

All primary wholesalers have been updated in SIS by the Tampa Chain office.

Please contact me if there are any questions.

Sincerely,

Linda

Linda L. Forrey

cc: Region Managers

51845 8060